

Spectator Motives and Points of Attachment: Gender Differences in Professional Football

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ABSTRACT The purpose of the present study was to determine gender differences between motives and points of attachment of professional football team spectators. A total of 331 football spectators (female=121, male=210) participated in the study. A questionnaire consisting of the Motivation Scale for Sport Consumption and Points of Attachment Index was used in this study. t-test and the canonical correlation analyses were applied to the data set. t-test results showed no differences between female and male professional football spectators in terms of motives and points of attachment. In the male spectators' sample, the vicarious achievement subscale stands out among motives whereas the team subscale stands out among points of attachment. For female spectators, the social interaction sub-dimension stands out among motives whereas the sport type subscale stands out among the points of attachment.

INTRODUCTION

In today's modern sports industry, the decisions of sports consumers have a determinative power. For professional sports clubs, spectators have an essential role in the direct and indirect incomes they provide (Mullin et al. 2000) and in their contributions to increasing the field performance of the team (Courneya and Carron 1992; Pollard and Pollard 2005). Sports spectators undoubtedly make their decisions on consumption depending on their basic needs. However, not being an indispensably vital product, the factors influencing sports consumption make choices difficult for sports clubs operating in the industry.

Although, the professional sports clubs have varying types of objectives, theoretically, their broadest economic objective is profit maximization (Kesenne 2007). Factors that influence prices, levels of income, replacement products along with their prices, market size, and the importance and uncertainty of competition results, all affect the involvement of spectators in sports competitions (Simmons 2006). However, sports consumption behavior is completely related to experience.

Pursuing this experience reflects the desire to satisfy individual needs and obtain certain benefits (Funk 2008). Sports attendance provided ways for individuals to obtain many benefits and satisfy their needs (Funk 2008). This is closely related to the psychological and social needs of individuals (Trail et al. 2000). Thus, a majority of the studies on spectator motives are based on psychological and social needs (Trail et al. 2000; Zhang et al. 2001).

Motivation is defined as the need or desire that initiates and determines the direction and intensity of the effort made by an individual (Tiryaki 2000; Weiss and Caja 2002). Many theories have been developed to explain the underlying motives of sports spectators in making decisions about participation. These theories can be classified into five independent categories (Sloan 1989). Salubrious effect theories focus on the pleasure that sports spectators experience and their physical and mental health. Stress and stimulation – seeking theories feature positive and negative stress. Catharsis and aggression theories involve aggression and violence. Entertainment theory addresses the joy given by some specific elements of spectators' attendance. Finally, achievement theory focuses on the individuals' pursuit of self-esteem (Sloan 1989).

The basic factors that commit a spectator to sports events should be understood along with the underlying motive behind a spectator's spending time, money, and energy on particular

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sports events (Robinson et al. 2000). Another concept that has an important effect on the lives of individuals (as does motivation) is identification. Identification is the orientation of the personality to other objects in a way that results in feelings of close commitment (Trail et al. 2000). An individual's level of interest in identity may increase or decrease. However, without any identification in life, it is quite impossible for individuals to maintain their daily lives. Again, without having identification variety, individuals cannot develop meaningful and coherent relationships with each other in society (Jenkins 2004). In the same way that an individual formulates definitions about himself based of the characteristics of the group he belongs to, social identity and group attachment are closely related (Hogg and Abrams 1988).

Several authors state that identification is important in terms of sports consumption behavior (Wann and Branscombe 1993; Trail et al. 2000; Matsuoka et al. 2003). Because of the strong relation between social identity and group attachment, most of the studies in this field have examined the levels of identification of spectators with a team. The studies reveals that spectators with high levels of identification are more willing to attend games, spend more on tickets, and buy more licensed products (Wann and Branscombe 1993; Wakefield 1995). However, their identification with one single team may not be sufficient to induce attendance. Different points of attachment such as the players, the coach, the society, the city, and the type and level of the sport may be important for spectators (Robinson and Trail 2005).

Despite the gradually expanding and increasing popularity of sports spectatorship, the intensity of the rivalry between sports organizations to attract spectators to attend related activities is increasing (Kim and Trail 2011). At this point it is extremely important for sports clubs to determine the factors that affect attendance (Zhang et al. 1995; Cunningham and Kwon 2003; Trenberth and Garland 2007). Investigating the relationship between motivation and points of attachment to sports consumption of football spectators in terms of gender may be beneficial for sport administrators and marketers in creating and implementing effective strategies to increase spectator attendance.

METHODS

Participants

Participants in this study included 331 spectators of professional football teams operating in Izmir, the third-largest city in Turkey and playing in the Post and Telegraph Organization (PTT) 1 League. Among these participants, 102 (30.8%) were Goztepe Sports Club spectators, 120 (36.3%) were Karsiyaka Sports Club spectators, and 109 (32.9%) were Buca Sports Club spectators. Among them, 210 (63.4%) were males while 121 (36.6%) were females. Their average age was 25.87 years (SD 8.37).

Instruments

The Motivation Scale for Sport Consumption (MSSC) (Trail and James 2001) and the Points of Attachment Index (PAI) (Trail et al 2003) were used in the study. The MSSC originally consisted of 27 items with nine sub-dimensions including vicarious achievement, aesthetics, drama, escape, acquisition of knowledge, physical skills of the athletes, social interaction, family, and physical attractiveness. In the present study, seven sub-dimensions were employed including vicarious achievement, aesthetics, drama, escape, acquisition of knowledge, physical skills of the athletes, and social interaction.

The second measurement tool consists of 23 items and seven sub-dimensions including players, team, coach, society, sports discipline, city, and level of sports competition. In this study, only four dimensions of the scale, players, team, sport discipline and level of sport were employed. Both tools were based on a 7-point Likert-type scale response format ranging from strongly disagree (1) to strongly agree (7).

Statistical Analysis

Descriptive analyses, internal consistency coefficient (Cronbach's alpha), t-test, and canonical correlation analyses of the data were carried out on Statistical Package for the Social Sciences (SPSS) 13.0 statistical software package program, and for the confirmatory factor analysis (CFA) LISREL 8.54 statistical package was employed.

For the analyses of the data, first the validity of the created versions of the measurement tools

used in the study was examined with CFA. In addition, within the scope of reliability analyses, internal consistency coefficients of the sub-dimensions of the scale were calculated. Second, averages of spectators in the sub-dimensions of motives for sport consumption and points of attachment were compared in terms of gender. Finally, to present the relationship between motives for sport consumption and points of attachment, a canonical correlation analysis was carried out for the groups formed considering the male and female samples separately. Within the scope of the canonical analysis, canonical correlation coefficients, redundancy analysis results, and canonical and cross loadings of the sub-dimensions were taken into consideration.

RESULTS

In the CFA results applied to the data obtained from both measurement tools used in the study, it can be seen that λ (Lambda) values of the items formed a PAI range of between .56 and .85, and R^2 values were between .32 and .72. In addition, t values of PAI ranged between 9.68 and 17.02 ($p < .01$). Moreover, internal consistency

coefficients calculated as the reliability criteria were found to be .78 for Players, .67 for Team, .68 for Sport Type, and .79 for the Level of Sport sub-dimensions forming the PAI. Table 1 gives the details.

Further, in the CFA results applied to the data obtained from MSSC, the λ (Lambda) values of the items forming the scale were between .51 and .77; R^2 values were between .25 and .60; and t values were between 9.07 and 15.81 ($p < .01$). Moreover, internal consistency coefficients calculated as the reliability criteria were .72 for the Vicarious Achievement sub-dimension, .77 for Aesthetics, .69 for Drama, .65 for Escape, 0.66 for Acquisition of Knowledge, .61 for Physical Skills of the Athletes, and .67 for Social Interaction. Table 2 gives the details.

Fit indexes determined by measurement results were $\chi^2/df=2.55$, RMSEA=.069, SRMR=.054, NFI=.92, NNFI=.92, CFI=.95, IFI=.95, GFI=.95 for PAI; and $\chi^2/df=2.29$, RMSEA=.063, SRMR=.054, NFI=.86, NNFI=.89, CFI=.91, IFI=.92, GFI=.90 for MSSC. Table 3 displays the findings.

In the latter part of the study, averages of spectators in the sub-dimensions of points of attachment and motives for sports consumption

Table 1: Means, standard deviations and standardized factor loadings (lambda), R^2 , t values and alpha coefficients of the proposed items and sub-scales of PAI

<i>Sub-dimensions / Items</i>	<i>M±SD</i>	λ	R^2	<i>t</i>	α
<i>Players</i>					
I am more a fan of the individual players on the team than of the team	3.94±2.45	.56	.32	10.59	.78
I consider myself a fan of certain players rather than a fan of the team	4.05±2.36	.85	.72	17.02	
I am a big fan of specific players more than I am a fan of the team	3.69±2.32	.81	.66	16.16	
<i>Team</i>					
I consider myself to be a "real" fan of the (team name) team	5.91±1.51	.57	.33	9.68	.67
I would experience a loss if I had to stop being a fan of the (team name) team	5.34±1.94	.69	.47	11.38	
Being a fan of (team name) is very important to me	5.40±1.99	.66	.44	11.21	
<i>Sport Type</i>					
First and foremost I consider myself a football fan	5.16±2.10	.67	.45	10.31	.68
Football is my favorite sport	5.43±1.96	.79	.63	12.61	
Of all sports, I prefer football	5.24±2.04	.59	.55	10.35	
<i>Level of Sport</i>					
I am a fan of professional football regardless of who is playing	4.63±2.21	.67	.45	12.76	.79
I am not just a fan of one professional football team, but professional football in general	4.28±2.29	.78	.61	15.64	
I consider myself a fan of professional football, and not just one specific team	4.60±2.15	.74	.35	14.50	

$p < .01$

Table 2: Means, standard deviations and standardized factor loadings (lambda), R², t values and alpha coefficients of the proposed items and sub-scales of MSSC

<i>Sub-dimensions / Items</i>	<i>M±SD</i>	λ	<i>R²</i>	<i>t</i>	<i>á</i>
<i>Vicarious Achievement</i>					
I feel a personal sense of achievement when the (team name) does well	5.83±1.76	.62	.32	10.71	.72
I feel like I have won when the (team name) wins	5.84±1.58	.69	.49	13.62	
I feel proud when the (team name) plays well	6,02±1.45	.77	.63	15.81	
<i>Aesthetics</i>					
I appreciate the beauty inherent in the game of soccer	5.90±1.54	.71	.45	13.16	.77
I enjoy the natural beauty in the game of soccer	5.81±1.56	.75	.60	15.38	
I enjoy the gracefulness associated with the game of soccer	5.88±1.56	.72	.52	14.17	
<i>Drama</i>					
I enjoy the drama of close games	6.16±1.39	.71	.53	13.97	.69
I enjoy it when the outcome of the game is not decided until the very end	5.53±1.74	.51	.25	9.16	
I enjoy the uncertainty of close games	5.54±1.73	.54	.34	10.27	
I enjoy the dramatic turn of events that the game can take	5.95±1.60	.57	.34	11.06	
<i>Escape</i>					
The soccer game provides an escape from my day-to-day routine	5.39±1.90	.52	.27	9.07	.65
The game provides a distraction from my everyday activities	5.28±1.78	.65	.43	11.78	
The soccer game provides a diversion from 'life's little problems' for me	5.59±1.69	.69	.47	12.22	
<i>Acquisition of Knowledge</i>					
I can increase my knowledge about soccer	5.55±1.51	.53	.29	9.88	.66
I can increase my understanding of soccer strategy by watching the game	5.65±1.51	.74	.41	11.87	
I can learn about the technical aspects of soccer by watching the game	5.61±1.55	.68	.32	10.36	
<i>Physical Skills of the Athletes</i>					
The superior skills are something I appreciate while watching the game	5.90±1.48	.59	.34	11.04	.61
I enjoy watching a well-executed performance	6,01±1.42	.59	.36	11.00	
I enjoy watching a skillful performance in the game	5.93±1.47	.57	.33	10.75	
<i>Social Interaction</i>					
I enjoy interacting with other people when I watch a game	5.07±2.08	.55	.53	10.35	.67
I enjoy talking with other people when I watch a game	5.06±2.07	.67	.24	7.53	
I enjoy socializing with other people when I watch a game	5.25±1.94	.72	.29	8.29	

p<0.01

Table 3: Chi-square statistics and fit indexes of PAI and MSSC

	χ^2	<i>df</i>	χ^2/df	<i>RMSEA</i>	<i>SRMR</i>	<i>NFI</i>	<i>NNFI</i>	<i>CFI</i>	<i>IFI</i>	<i>GFI</i>
PAI	107.15	42	2.55	.069	.054	.92	.92	.95	.95	.95
MSSC	401.27	175	2.29	.063	.054	.86	.89	.91	.92	.90

÷2 - Chi-Square, df - Degrees of Freedom, RMSEA - Root Mean Square Error of Approximation, SRMR - Standardized Root Mean Square Residual, NFI - Normed Fit Index, NNFI - Non-Normed Fit Index, CFI - Comparative Fit Index, IFI - Incremental Fit Index, GFI - Goodness-of-Fit Index

were analyzed using the t test. The results demonstrated that there was no significant difference between male and female sample groups in any of the sub-dimensions ($p>.05$). Table 4 presents the details.

In the last part of the study, a canonical correlation analysis was applied to determine the relationship between the points of attachment and motives for sports consumption variable sets and the data obtained from the separate male and female spectator groups. As can be seen on Table 5, only the first canonical function of male spectators and two canonical function of female spectators were statistically significant ($p<.01$).

Redundancy analysis results that showed the percentages of explanation of the variable sets were evaluated over the canonical functions that were found to be statistically significant. Taking these results into consideration, it can be ob-

served that the second functions stand out for female spectators in terms of the rate of variance they explain and in terms of redundancy rates. Table 6 displays the findings.

In the prominent first function, as a result of the canonical correlation applied to the male sample group, points of attachment explains 32.8% of the variable set it belongs to while motives for sport consumption explains 41.7% of the variable set. Within the scope of the first function, motives for sport consumption explains 41.7% of the variable set it belongs to while points of attachment explained 15.6% of the variable set. Table 6 displayed the findings. In the canonical and cross loadings in the first function relating this sample, it can be seen that the sub-dimension of team (canonical loading=.933; cross loading=.571) gains importance in the points of attachment variable set, while in the motives for

Table 4: t-test results on gender differences of PAI and MSSC

	Gender	N	M±SD	t value	p
<i>Points of Attachment</i>					
<i>Players</i>	Male	210	3.77±1.99	-1.515	.131
	Female	121	4.11±1.96		
<i>Team</i>	Male	210	5.63±1.36	1.408	.160
	Female	121	5.40±1.50		
<i>Sport Type</i>	Male	210	5.30±1.56	.143	.886
	Female	121	5.28±1.61		
<i>Level of Sport</i>	Male	210	4.48±1.87	-.555	.579
	Female	121	4.60±1.84		
<i>Motives for Sport Consumption</i>	Male	210	5.95±1.22	.927	.355
	Female	121	5.81±1.39		
<i>Vicarious Achievement Aesthetics</i>	Male	210	5.92±1.26	1.119	.264
	Female	121	5.76±1.33		
<i>Drama</i>	Male	210	5.80±1.15	-.101	.920
	Female	121	5.81±1.18		
<i>Escape</i>	Male	210	5.46±1.33	.493	.622
	Female	121	5.38±1.43		
<i>Acquisition of Knowledge</i>	Male	210	5.66±1.15	1.066	.288
	Female	121	5.52±1.22		
<i>Physical Skills of the Athletes</i>	Male	210	5.98±1.05	.752	.453
	Female	121	5.88±1.17		
<i>Social Interaction</i>	Male	210	5.09±1.60	-.541	.589
	Female	121	5.19±1.53		

Table 5: Results of the canonical correlation analysis for the gender groups

		Wilk's lambda	χ^2	Df	Canonical correlations	R ²	p
<i>Male (N=210)</i>	U1-V1	0.561	117.361	28.000	0.613	0.38	0.000
	U2-V2	0.898	21.864	18.000	0.286	0.08	0.238
	U3-V3	0.978	4.566	10.000	0.143	0.02	0.918
	U4-V4	0.998	.355	4.000	0.042	0.01	0.986
<i>Female (N=121)</i>	U1-V1	0.451	90.719	28.000	0.533	0.28	0.000
	U2-V2	0.630	52.593	18.000	0.520	0.27	0.000
	U3-V3	0.864	16.636	10.000	0.341	0.12	0.083
	U4-V4	0.978	2.549	4.000	0.149	0.02	0.636

Table 6: Redundancy analysis for meaningful canonical functions of the gender groups

<i>Standardized Variance of the Dependent Variables Explained by (Points of Attachment)</i>					
<i>Sample's groups</i>	<i>Canonical function</i>	<i>Their own canonical variate (Shared Variance)</i>		<i>The opposite canonical variate (Redundancy)</i>	
		<i>Percentage</i>	<i>Cumulative percentage</i>	<i>Percentage</i>	<i>Cumulative percentage</i>
Male (N=210)	Function 1**	.328	.328	.417	.417
Female (N=121)	Function 1**	.224	.224	.064	.064
	Function 2**	.419	.643	.113	.177
<i>Standardized Variance of the Independent Variables Explained by (Motives for Sport Consumption)</i>					
<i>Sample's groups</i>	<i>Canonical function</i>	<i>Their own canonical variate (Shared Variance)</i>		<i>The opposite canonical variate (Redundancy)</i>	
		<i>Percentage</i>	<i>Cumulative percentage</i>	<i>Percentage</i>	<i>Cumulative percentage</i>
Male (N=210)	Function 1**	.417	.417	.156	.156
Female (N=121)	Function 1**	.173	.173	.049	.049
	Function 2**	.319	.492	.086	.135

**p<.01

consumption variable set the vicarious achievement sub-dimension (canonical loading=.842; cross loading=.516) becomes important. Table 7 presents the details.

Finally, in the prominent second function, as a result of the canonical correlation applied to the female sample group, points of attachment explained 41.9% of the variable set it belongs to while motives for sports consumption explained 11.3% of the variable set. Within the scope of the first function, motives for sports consumption explains 31.9% of the variable set it belongs

to while points of attachment explains 8.6% of the variable set as can be seen in Table 6. In the canonical analysis and cross loadings in the first function relating the female sample group, it can be seen that, unlike the male sample group, the sub-dimension of sport type (canonical loading=.939; cross loading=.488) gains importance in the points of attachment variable set while in the motives for consumption variable set, the vicarious social interaction sub-dimension (canonical loading=.816; cross loading=.424) becomes important. Table 7 displays the findings.

Table 7: Canonical and cross loadings for the first functions of gender groups

	<i>Male (N=210)</i>		<i>Female (N=121)</i>	
	<i>Function 1**</i>		<i>Function 2**</i>	
	<i>Canonical loadings</i>	<i>Cross loadings</i>	<i>Canonical loadings</i>	<i>Cross loadings</i>
<i>Points of Attachment</i>				
Players	-.205	-.126	-.502	-.261
Team	-.933	-.571	-.552	-.287
Sport type	-.619	-.379	-.939	-.488
Level of sport	-.121	-.074	-.486	-.253
<i>Motives for Sport Consumption</i>				
Vicarious achievement	-.842	-.516	-.259	-.135
Aesthetics	-.730	-.447	-.521	-.271
Drama	-.499	-.306	-.324	-.169
Escape	-.578	-.354	-.498	-.259
Acquisition of knowledge	-.683	-.419	-.748	-.389
Physical skills of the athletes	-.691	-.426	-.563	-.293
Social interaction	-.386	-.236	-.816	-.424

**p<.01

DISCUSSION

The CFA analysis results applied to the data set obtained from the measurement tools used in accordance with the aim of the study demonstrate that the items forming both scales are appropriate for the factor structure they belong to. It has been shown that for the items in both scales, λ (Lambda) values are 0.40 and over, and R^2 values are .20 and over as can be seen in Tables 1 and 2. It can be seen that the t-values of the items were statistically significant (Kelloway 1998; Hair et al. 2006) and, therefore, the structures of both scales have conceptual clarity.

Chau (1997) and Schmelleh-Engel et al. (2003) stated that a chi-square statistic result of under 3 showed good fit and a result of 3 to 5 showed acceptable fit. Further, the values of between .05 and .08 of RMSEA and SRMR (Byrne 1998; Kelloway 1998; Hu and Bentler 1999; McDonald and Moon-Ho 2002; Schmelleh-Engel et al. 2003) and between .90 and .95 of NFI, NNFI, CFI, IFI, and GFI were accepted as good fits. These results, obtained in the first part of the study, proved that the structure of PAI, consisting of 12 items under four sub-dimensions and MSCC, consisting of 22 items under seven sub-dimensions, were valid and reliable measurement tools. Internal consistency coefficient values of .60 and over regarding the sub-dimensions forming the measurement tools proved that the sub-dimensions had sufficient reliability (Tuckman 1999; Ozdamar 2002; Tavsancil 2006; Kalayci 2008).

As the number of female sport spectators increases, studies on the gender-related differences between sports spectators have gained importance (Ross et al. 2007). In the study, no significant difference was found between male and female spectators in terms of their motives and points of attachment. The results in the literature are quite inconsistent, in terms of the reasons for male and female attendance at sports events (Dietz-Uhler et al. 2000; James and Ridinger 2002; Kim et al. 2008; Wann et al. 2008; Gencer et al. 2011). This is a result of the differences in the sport branches and sport levels included in the studies. In fact, Mehus (2005) stated that in a study carried out on football and ski jump spectators, football spectators' social motives did not vary by gender but the motives of ski jump spectators did. In addition, Pope (2013) stated that the motives of female spectators of football and rugby were different.

In the sample of male spectators, vicarious achievement motives and team attachment stand out. These findings are similar to the results of the study by Robinson and Trail (2005) carried out with basketball spectators. Vicarious achievement, generally defined as the need for social prestige, self-esteem, and a sense of empowerment (Fink et al. 2002), was usually met through associations with successful teams approved by the society in which an individual lived. To satisfy the vicarious achievement motive, a concrete achievement is needed. Concrete achievement in professional football competitions is determined by the final score obtained by the team. Thus, the identification of spectators was accomplished primarily through the team, and spectators try to satisfy their vicarious achievement motive through the success of the team.

Team identification creates opportunities for socializing in addition to addressing an individual's needs for belonging and commitment (Wann 2006). However, team identification is not a function of the results obtained recently by the team (Wann 1996); it is rather a situation occurring over a certain period. The data in the study was obtained from the spectators of football clubs that were established over 100 years ago. They have had great achievements and have a great number of fans in participants' society. Although, these teams are now playing in a league that is lower than the super league they played with in the past, they still create high levels of team identification. Because male spectators' interests begin in childhood, their feelings of identification with a team are more intense.

In the correlation analysis applied to the data obtained from the female spectators, it can be seen that social interaction motives and attachment to sport type stand out. Experience in sports provides an important environment for socialization for individuals. Thus, individuals see attendance at a sports event as an opportunity to have interactions with their family, friends, and other spectators. Individuals who attend sports events to spend time with their families, friends, and others choose the sport in which this interaction occurs (Wann et al. 2008; Funk et al. 2009). Thus, the activity itself is enough for female spectators to meet these motives in terms of creating commitment. Dietz-Uhler et al. (2000) suggested that females usually attend events with their families and friends, and they engage in sport spec-

tatorship for social reasons. The structure of stadiums and the popularity of football create an environment that is suitable for female social interaction.

CONCLUSION

As a conclusion, it could be said that there are some differences exist between female and male professional football spectators in terms of the relationship between motives and points of attachment. These differences might not be determined when motives or points of attachment considered by itself. But when the relationships between these concepts analyzed in terms of gender, determining the differences could be more specific. Vicarious achievement stands out among motives and the team subscale stands out among points of attachment for male spectators. Besides, the social interaction sub-dimension stands out among motives the sport type subscale stands out among the points of attachment for female spectators. When the importance of the spectators considered for the sport teams, determining the factors and understanding the relationships among them in terms of gender are vital for increasing the numbers of attendance.

RECOMMENDATIONS

Many different factors may influence the attendance of spectators at sports events. Specifying these factors and their relationships is important for sports organizations in terms of efforts to develop target-oriented, multi-directional strategies. The increase in the number of female spectators attending sports events creates important opportunities for sports organizations. Studies on gender differences will contribute to the effectiveness of related marketing strategies.

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